

|                   |         |             |   |             |   |               |           |
|-------------------|---------|-------------|---|-------------|---|---------------|-----------|
| <b>Rep Order#</b> | 6851606 | <b>Ver#</b> | 5 | <b>Mod#</b> | 1 | <b>Status</b> | Confirmed |
| <b>EC'd</b>       | Yes     |             |   |             |   |               |           |

Traffic Order#

Printed: 09/12/2012 2:07 PM

1 of 6

**Last Received:** 09/12/2012 1:45 PM  
**Showing Buylines:** All Lines

|                   |                           |
|-------------------|---------------------------|
| <b>Station</b>    | WOOD-TV GRAND RAPIDS, MI. |
| <b>Advertiser</b> | ( ) DETROIT INTL BRIDGE   |
| <b>Product</b>    | order                     |
| <b>Estimate#</b>  | 912918                    |
| <b>Buyer</b>      | Julie Keane               |
| <b>Phone#</b>     |                           |
| <b>Fax#</b>       |                           |

**Agency** ( ) SMART MEDIA GROUP  
814 KING STREET - SUITE 200  
ALEXANDRIA, VA 22314  
**Agency C/P1/P2/E** DIBC/ORDR/912918  
**Flight Dates** 09/12/2012 - 09/18/2012  
**Hiatus Weeks**

**Rep Firm**  
**Sales Office** ( ) PHILADELPHIA  
**Salesperson** ( ) IAN AMBRON

**Salesperson Phone#** 215-567-6005  
**Salesperson FAX#** 215-525-9757

--- CONTRACT COMMENT ---

$$SC = *$$

| LT  | Ln                           | Day   | Time   | Program           | Len  | Rate     | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|------------------------------|-------|--------|-------------------|------|----------|-------------|------------|------------|-------------|------------|---------|
| --- | ---                          | ----- | -----  | -----             | ---- | -----    | -----       | -----      | -----      | -----       | -----      | -----   |
|     | 1                            | TH-F  | 12P-1P | NEWS              | :30  | \$450.00 | 09/13-09/14 | 1          | 1          | 1           | \$450.00   |         |
|     | Rating: 4.5                  |       |        |                   |      |          |             |            |            |             |            |         |
|     | Buyline Comment: DATES CHNGD |       |        |                   |      |          |             |            |            |             |            |         |
|     | 2                            | TH    | 12P-1P | NEWS              | :30  | \$450.00 | 09/13-09/13 | 1          | 1          | 1           | \$450.00   |         |
|     | Rating: 4.5                  |       |        |                   |      |          |             |            |            |             |            |         |
|     | 3                            | F     | 12P-1P | NEWS              | :30  | \$450.00 | 09/14-09/14 | 1          | 1          | 1           | \$450.00   |         |
|     | Rating: 4.5                  |       |        |                   |      |          |             |            |            |             |            |         |
|     | 4                            | M     | 12P-1P | NEWS              | :30  | \$450.00 | 09/17-09/17 | 1          | 1          | 1           | \$450.00   |         |
|     | Rating: 4.5                  |       |        |                   |      |          |             |            |            |             |            |         |
|     | 5                            | TU    | 12P-1P | NEWS              | :30  | \$450.00 | 09/18-09/18 | 1          | 1          | 1           | \$450.00   |         |
|     | Rating: 4.5                  |       |        |                   |      |          |             |            |            |             |            |         |
|     | 6                            | TH-F  | 1P-2P  | DAYS OF OUR LIVES | :30  | \$250.00 | 09/13-09/14 | 1          | 1          | 1           | \$250.00   |         |
|     | Rating: 2.0                  |       |        |                   |      |          |             |            |            |             |            |         |
|     | Buyline Comment: DATES CHNGD |       |        |                   |      |          |             |            |            |             |            |         |
|     | 7                            | TH    | 1P-2P  | DAYS OF OUR LIVES | :30  | \$250.00 | 09/13-09/13 | 1          | 1          | 1           | \$250.00   |         |
|     | Rating: 2.0                  |       |        |                   |      |          |             |            |            |             |            |         |
|     | 8                            | F     | 1P-2P  | DAYS OF OUR LIVES | :30  | \$250.00 | 09/14-09/14 | 1          | 1          | 1           | \$250.00   |         |
|     | Rating: 2.0                  |       |        |                   |      |          |             |            |            |             |            |         |
|     | 9                            | M     | 1P-2P  | DAYS OF OUR LIVES | :30  | \$250.00 | 09/17-09/17 | 1          | 1          | 1           | \$250.00   |         |
|     | Rating: 2.0                  |       |        |                   |      |          |             |            |            |             |            |         |



|                   |         |             |   |             |   |               |           |
|-------------------|---------|-------------|---|-------------|---|---------------|-----------|
| <b>Rep Order#</b> | 6851606 | <b>Ver#</b> | 5 | <b>Mod#</b> | 1 | <b>Status</b> | Confirmed |
| <b>EC'd</b>       | Yes     |             |   |             |   |               |           |

Traffic Order#

Printed: 09/12/2012 2:07 PM

3 of 6

**Last Received:** 09/12/2012 1:45 PM  
**Showing Buylines:** All Lines

|                   |                           |
|-------------------|---------------------------|
| <b>Station</b>    | WOOD-TV GRAND RAPIDS, MI. |
| <b>Advertiser</b> | ( ) DETROIT INTL BRIDGE   |
| <b>Product</b>    | order                     |
| <b>Estimate#</b>  | 912918                    |
| <b>Buyer</b>      | Julie Keane               |
| <b>Phone#</b>     |                           |
| <b>Fax#</b>       |                           |

**Agency** ( ) SMART MEDIA GROUP  
814 KING STREET - SUITE 200  
ALEXANDRIA, VA 22314  
**Agency C/P1/P2/E** DIBC/ORDR/912918  
**Flight Dates** 09/12/2012 - 09/18/2012  
**Hiatus Weeks**

**Rep Firm**  
**Sales Office** ( ) PHILADELPHIA  
**Salesperson** ( ) IAN AMBRON

**Salesperson Phone#** 215-567-6005  
**Salesperson FAX#** 215-525-9757

| LT          | Ln                           | Day   | Time  | Program        | Len  | Rate     | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-------------|------------------------------|-------|-------|----------------|------|----------|-------------|------------|------------|-------------|------------|---------|
| ---         | ---                          | ----- | ----- | -----          | ---- | -----    | -----       | -----      | -----      | -----       | -----      | -----   |
|             | 21                           | TH-F  | 5A-6A | NEWS           | :30  | \$225.00 | 09/13-09/14 | 1          | 1          | 1           | \$225.00   |         |
| Rating: 2.2 |                              |       |       |                |      |          |             |            |            |             |            |         |
|             | Buyline Comment: DATES CHNGD |       |       |                |      |          |             |            |            |             |            |         |
|             | 22                           | TH    | 5A-6A | NEWS           | :30  | \$225.00 | 09/13-09/13 | 1          | 1          | 1           | \$225.00   |         |
| Rating: 2.2 |                              |       |       |                |      |          |             |            |            |             |            |         |
|             | 23                           | F     | 5A-6A | NEWS           | :30  | \$225.00 | 09/14-09/14 | 1          | 1          | 1           | \$225.00   |         |
| Rating: 2.2 |                              |       |       |                |      |          |             |            |            |             |            |         |
|             | 24                           | M     | 5A-6A | NEWS           | :30  | \$225.00 | 09/17-09/17 | 1          | 1          | 1           | \$225.00   |         |
| Rating: 2.2 |                              |       |       |                |      |          |             |            |            |             |            |         |
|             | 25                           | TU    | 5A-6A | NEWS           | :30  | \$225.00 | 09/18-09/18 | 1          | 1          | 1           | \$225.00   |         |
| Rating: 2.2 |                              |       |       |                |      |          |             |            |            |             |            |         |
|             | 26                           | TH-F  | 6A-7A | NEWS8-DAYBREAK | :30  | \$650.00 | 09/13-09/14 | 1          | 1          | 1           | \$650.00   |         |
| Rating: 4.7 |                              |       |       |                |      |          |             |            |            |             |            |         |
|             | Buyline Comment: DATES CHNGD |       |       |                |      |          |             |            |            |             |            |         |
|             | 27                           | TH    | 6A-7A | NEWS8-DAYBREAK | :30  | \$650.00 | 09/13-09/13 | 1          | 1          | 1           | \$650.00   |         |
| Rating: 4.7 |                              |       |       |                |      |          |             |            |            |             |            |         |
|             | 28                           | F     | 6A-7A | NEWS8-DAYBREAK | :30  | \$650.00 | 09/14-09/14 | 1          | 1          | 1           | \$650.00   |         |
| Rating: 4.7 |                              |       |       |                |      |          |             |            |            |             |            |         |
|             | 29                           | M     | 6A-7A | NEWS8-DAYBREAK | :30  | \$650.00 | 09/17-09/17 | 1          | 1          | 1           | \$650.00   |         |
| Rating: 4.7 |                              |       |       |                |      |          |             |            |            |             |            |         |
|             | 30                           | TU    | 6A-7A | NEWS8-DAYBREAK | :30  | \$650.00 | 09/18-09/18 | 1          | 1          | 1           | \$650.00   |         |
| Rating: 4.7 |                              |       |       |                |      |          |             |            |            |             |            |         |



Station WOOD-TV GRAND RAPIDS, MI.

Advertiser ( ) DETROIT INTL BRIDGE

Product order

Estimate# 912918

Buyer Julie Keane

Phone#

Fax#

Agency ( ) SMART MEDIA GROUP

814 KING STREET - SUITE 200

ALEXANDRIA, VA 22314

Agency C/P1/P2/E DIBC/ORDR/912918

Flight Dates 09/12/2012 - 09/18/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) PHILADELPHIA

Salesperson ( ) IAN AMBRON

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-525-9757

| LT          | Ln  | Day   | Time    | Program       | Len  | Rate       | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-------------|-----|-------|---------|---------------|------|------------|-------------|------------|------------|-------------|------------|---------|
| ---         | --- | ----- | -----   | -----         | ---- | -----      | -----       | -----      | ----       | -----       | -----      | -----   |
|             | 42  | M     | 6P-630P | NEWS 8 AT 6PM | :30  | \$1,500.00 | 09/17-09/17 | 1          | 1          | 1           | \$1,500.00 |         |
| Rating: 9.8 |     |       |         |               |      |            |             |            |            |             |            |         |
|             | 43  | TU    | 6P-630P | NEWS 8 AT 6PM | :30  | \$1,500.00 | 09/18-09/18 | 1          | 1          | 1           | \$1,500.00 |         |
| Rating: 9.8 |     |       |         |               |      |            |             |            |            |             |            |         |
|             | 44  | SA    | 6P-630P | SA NWS        | :30  | \$850.00   | 09/15-09/15 | 1          | 1          | 1           | \$850.00   |         |
| Rating: 6.0 |     |       |         |               |      |            |             |            |            |             |            |         |
|             | 45  | SU    | 6P-7P   | NEWS          | :30  | \$1,000.00 | 09/16-09/16 | 1          | 1          | 1           | \$1,000.00 |         |
| Rating: 6.2 |     |       |         |               |      |            |             |            |            |             |            |         |

---REPORT TOTALS---

Report Totals: 45 / \$22,625.00

---SALES MONTHLY TOTALS---

Sep 12: 45 / \$22,625.00  
Sales Totals: 45 / \$22,625.00  
Station Totals: 45 / \$22,625.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

|               |          |      |    |      |     |      |     |      |     |      |    |
|---------------|----------|------|----|------|-----|------|-----|------|-----|------|----|
| Market Totals | \$72,866 | CATV | 0% | WOOD | 31% | WOTV | 0%  | WWMT | 29% | WXMI | 8% |
|               |          | WXSP | 0% | WZPX | 0%  | WZZM | 31% |      |     |      |    |

Books null  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

|            |                           |                  |                             |                    |                  |
|------------|---------------------------|------------------|-----------------------------|--------------------|------------------|
| Station    | WOOD-TV GRAND RAPIDS, MI. | Agency           | ( ) SMART MEDIA GROUP       | Rep Firm           |                  |
| Advertiser | ( ) DETROIT INTL BRIDGE   |                  | 814 KING STREET - SUITE 200 | Sales Office       | ( ) PHILADELPHIA |
| Product    | order                     |                  | ALEXANDRIA, VA 22314        | Salesperson        | ( ) IAN AMBRON   |
| Estimate#  | 912918                    | Agency C/P1/P2/E | DIBC/ORDR/912918            | Salesperson Phone# | 215-567-6005     |
| Buyer      | Julie Keane               | Flight Dates     | 09/12/2012 - 09/18/2012     | Salesperson FAX#   | 215-525-9757     |
| Phone#     |                           | Hiatus Weeks     |                             |                    |                  |
| Fax#       |                           |                  |                             |                    |                  |